

# ORDER



**Orders**  
**Order / Rev:** 711316  
**Alt Order #:** 06303519  
**Product Desc:** AFSCME  
**Estimate:** AFSCME  
**Flight Dates:** 09/25/12 - 10/01/12  
**Original Date / Rev:** 09/04/12 / 09/04/12  
**Order Type:** Political

**KARE**

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19102

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** American Federal State County Munic  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	70	\$72,350.00	\$61,497.50
10/01/12	10/01/12	15	\$14,050.00	\$11,942.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$72,350.00	\$61,497.50	0.00
October 2012	15	\$14,050.00	\$11,942.50	0.00
<b>Totals</b>	<b>85</b>	<b>\$86,400.00</b>	<b>\$73,440.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KARE	25%	\$86,400.00
Market	100%	\$345,600.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KAWB	0%	\$0.00
KAWF	0%	\$0.00
KCCO	0%	\$0.00
KCCW	0%	\$0.00
KFTC	0%	\$0.00
KMSP	12%	\$41,472.00
KMWB	0%	\$0.00
KPXM	0%	\$0.00
KRWF	0%	\$0.00
KSAX	0%	\$0.00
KSTC	0%	\$0.00
KSTP	23%	\$79,488.00
KTCA	0%	\$0.00
KTCI	0%	\$0.00
KWCM	0%	\$0.00
UNKWN	0%	\$0.00
WCCO	40%	\$138,240.00
WFTC	0%	\$0.00

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Advertiser: American Federal State County Municipa  
 Product Desc: AFSCME  
 Estimate: AFSCME

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	09/25/12	10/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	MTWTF--	:30	5	\$850.00	P-2	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$850.00		0.00				
E 2	KARE	09/25/12	10/01/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$800.00		0.00				
E 3	KARE	09/29/12	09/29/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$750.00		0.00				
E 4	KARE	09/25/12	10/01/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			3		\$350.00		0.00				
E 5	KARE	09/25/12	10/01/12	Days of Our Lives Days of Our Lives	CM	12-1p	MTWTF--	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$300.00		0.00				
E 6	KARE	09/25/12	10/01/12	M-F 3-4p M-F 3-4p	CM	3-4p	MTWTF--	:30	5	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$450.00		0.00				
E 7	KARE	09/25/12	10/01/12	M-F 430-5p Jeopardy	CM	430-5P	MTWTF--	:30	5	\$900.00	P-2	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$900.00		0.00				
E 8	KARE	09/25/12	10/01/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$400.00	P-2	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$400.00		0.00				
E 9	KARE	09/25/12	10/01/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$2,000.00		0.00				
E 10	KARE	09/25/12	10/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$2,000.00	P-2	0.00	NM	5	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$2,000.00		0.00				
E 11	KARE	09/30/12	09/30/12	Sun 5-530p KARE 11 5 News Su	CM	KARE 11 5 News	------S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	------S			1		\$1,100.00		0.00				
E 12	KARE	09/25/12	10/01/12	M-F 630-7p Entertainment Tonight	CM	630pm-7pm	MTWTF--	:30	5	\$1,800.00	P-2	0.00	NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$1,800.00		0.00				
E 13	KARE	09/29/12	09/29/12	Sat 630-7p MN Bound	CM	630pm-7pm	-----S-	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S-			1		\$850.00		0.00				
E 14	KARE	09/25/12	10/01/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	MTWTF--	:30	5	\$2,750.00	P-2	0.00	NM	5	\$13,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			5		\$2,750.00		0.00				
E 15	KARE	09/29/12	09/29/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: American Federal State County Municipa  
 Product Desc: AFSCME  
 Estimate: AFSCME

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 15	KARE	09/29/12	09/29/12	KARE News 10p Sa KARE News 10p Sa	CM	10pm-1030pm	-----S-	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$2,750.00		0.00				
E 16	KARE	09/30/12	09/30/12	Post NFL Late News Post NFL Late News	CM	Post NFL Late Nev	-----S	:30	1	\$2,750.00	P-2	0.00	NM	1	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$2,750.00		0.00				
E 17	KARE	09/25/12	10/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	MTWTF--		5			\$800.00		0.00				
E 18	KARE	09/25/12	10/01/12	Late Night Late Night NBC	CM	1135pm-1235xm	MTWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	MTWTF--		5			\$350.00		0.00				
E 19	KARE	09/25/12	10/01/12	Last Call Last Call w/ Carson Daly	CM	1235xm-105xm	MTWTF--	:30	5	\$200.00	P-2	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	MTWTF--		5			\$200.00		0.00				
E 20	KARE	09/25/12	10/01/12	KARE News (repeat) KARE News (repeat)	CM	KARE News (repe	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/25/12	10/01/12	MTWTF--		5			\$100.00		0.00				
E 21	KARE	09/29/12	09/29/12	Saturday Night Live Saturday Night Live	CM	Saturday Night Liv	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$1,100.00		0.00				
E 22	KARE	09/30/12	09/30/12	MN Bound MN Bound	CM	MN Bound	-----S	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$1,100.00		0.00				
E 23	KARE	09/26/12	09/26/12	Wed Prime CHICAGO FIRE	CM	Wed Prime (9:00 PM-10:00 PM)	--W----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	--W----		1			\$2,000.00		0.00				
E 24	KARE	09/29/12	09/29/12	Sat Prime Sat Prime	CM	Sat Prime (6:58 PM-8:00 PM)	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$600.00		0.00				
E 25	KARE	09/29/12	09/29/12	Sat Prime Sat Prime	CM	Sat Prime (8:00 PM-9:00 PM)	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$600.00		0.00				
E 26	KARE	09/29/12	09/29/12	Sat Prime Sat Prime	CM	Sat Prime (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S-		1			\$1,000.00		0.00				
E 27	KARE	09/30/12	09/30/12	Football Night in America Football Night in America	CM	Various	-----S	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	-----S		1			\$2,250.00		0.00				
Totals													85	\$86,400.00	